

MSIL: CSL: NSE&amp;BSE: 2018

**13<sup>th</sup> JUNE,** 2018

Vice President  
National Stock Exchange of India Limited  
“Exchange Plaza”, Bandra – Kurla Complex  
Bandra (E)  
Mumbai – 400 051

General Manager  
Department of Corporate Services  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai – 400 001

**Sub: Press Release**

Dear Sir,

Please find enclosed herewith as Annexure – “A”, a copy of press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

*For* **Maruti Suzuki India Limited**



Sanjeev Grover

Chief General Manager &  
Company Secretary

**MARUTI SUZUKI INDIA LIMITED****CIN: L34103DL1981PLC011375**

Registered & Head Office  
Maruti Suzuki India Limited,  
1 Nelson Mandela Road, Vasant Kunj,  
New Delhi 110070, India.  
Tel: 011-46781000, Fax: 011-46150275/46150276  
www.marutisuzuki.com

Gurgaon Plant:  
Maruti Suzuki India Limited,  
Old Palam Gurgaon Road,  
Gurgaon 122015, Haryana, India.  
Tel. 0124-2346721, Fax: 0124-2341304

Manesar Plant:  
Maruti Suzuki India Limited,  
Plot No.1, Phase 3A, IMT Manesar,  
Gurgaon 122051, Haryana, India.  
Tel: 0124-4884000, Fax: 0124-4884199

E-mail: investor@maruti.co.in, contact@maruti.co.in

**Press Release**

**#AllNewSwift is India’s fastest car to clock sales of 1-lakh units**

- *Milestone achieved in 145 days*

**New Delhi, June 13<sup>th</sup> 2018:** The all-new Swift India’s favorite hatchback has attained a spectacular milestone of one-lakh unit sales in 145 days. This is the fastest 100,000 units for any car in India. The Third generation Swift has received overwhelming acceptance from customers across regions and age groups, complementing the success of the first and second generation Swift.

Speaking on this occasion , **Mr. R S Kalsi, Senior Executive Director, Marketing and Sales, Maruti Suzuki** said, *“We are excited to share that the iconic Swift has yet again proven that it is the heart throb of Indians by setting a landmark of selling over 1,00,000 units in just 145 days. We would like to thank all those who chose to buy this 3rd Gen Swift, which offers both power packed performance and advanced safety. We are also grateful to our millions of Swift patrons for their continued trust in Brand Swift. This instant connect of new Swift with the customers is delightful for us and we remain committed to bring quality products with superior features in the future as well.”*

Since its launch in 2005, cumulatively Swift has sold over 1.89 million units in India. Incidentally, Suzuki’s 20 millionth vehicle produced in India was also a Swift.

An internal research shows the top reasons that made #AllNewSwift win confidence of customers include new exciting design, enhanced performance, advanced safety features and a strong brand legacy. Built on Suzuki’s innovative 5th generation HEARTECT platform, the all-new Swift has a superior power to weight ratio with an improved acceleration performance. New features such as Smart Play Infotainment with Apple CarPlay/Android Auto/ Mirror Link compatibility and voice recognition are popular with the tech-savvy young customers. In addition, customers have appreciated the newly added Auto Gear Shift (AGS) technology to the brand.

Click here for hi-resolution images of #AllNewSwift:  
<https://www.flickr.com/gp/126049010@N03/Gs4Fk9>